

**Introduced by Senator Negrete McLeod**

**(Coauthors: Senators Alquist, Cedillo, Corbett, Correa, Cox, DeSaulnier, Ducheny, Florez, Hancock, Kehoe, Leno, Lowenthal, Oropeza, Padilla, Pavley, Price, Romero, Steinberg, Strickland, Wiggins, Wolk, Wright, and Yee)**

March 11, 2010

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Senate Resolution No. 40—Relative to “Be Californian. Be Counted” Day.

1 WHEREAS, The United States Constitution requires an  
2 enumeration of the population every 10 years to apportion  
3 congressional representation among the states; and

4 WHEREAS, The next federal decennial census of the population  
5 will be taken on April 1, 2010; and

6 WHEREAS, It is vitally important for the State of California to  
7 do everything it can to ensure that every Californian is counted in  
8 the upcoming census; and

9 WHEREAS, A complete and accurate count of California’s  
10 population is essential to the state because the census count  
11 determines congressional representation, state redistricting, federal  
12 formula grant allocations, and the distribution of state subvention  
13 funds for an entire decade; and

14 WHEREAS, More than 70 federal programs benefiting  
15 California use census population numbers as part of their funding  
16 formulas, including formulas for education, health, and human  
17 services programs; and

18 WHEREAS, California is at risk of losing a congressional seat  
19 for the first time in its 159-year history; and

20 WHEREAS, In 2000, in part because the Legislature allocated  
21 more than \$24 million in state funds to carry out a multicultural,

1 multilingual, and multimedia outreach campaign, Californians’  
2 mail-back response rate increased to 70 percent, up from 65 percent  
3 in 1990; and

4 WHEREAS, Prominent among those missed were the homeless,  
5 low-income individuals, people of color, children, those isolated  
6 by language, renters, those living in large households, and those  
7 whose homes were being foreclosed upon; and

8 WHEREAS, Without access to the same level of funding due  
9 to the state’s budget crisis, focusing limited resources on the  
10 Hardest-to-Count communities is the best way to achieve a  
11 complete count in California; and

12 WHEREAS, Ten out of the 50 Hardest-to-Count counties are  
13 in California; and

14 WHEREAS, On June 12, 2009, the Governor signed Executive  
15 Order S-10-09, creating the California Complete Count Committee  
16 to bring elected representatives, community-based organizations,  
17 business, and education leaders together in order to ensure a  
18 complete and accurate count of Californians; and

19 WHEREAS, The California Complete Count Committee held  
20 20 Regional Convenings throughout the state to assess community  
21 readiness, and to identify and coordinate with trusted messengers  
22 and local community organizations; and

23 WHEREAS, The California Complete Count Committee, along  
24 with numerous local Complete Count Committees, is working to  
25 leverage existing outreach methods conducted by foundations,  
26 community-based organizations, and the private sector, and as part  
27 of this effort, is encouraging communities throughout California  
28 to conduct census outreach events as part of its “Be Californian.  
29 Be Counted” effort; now, therefore, be it

30 *Resolved by the Senate of the State of California*, That its  
31 members recognize Saturday, March 20, 2010, as “Be Californian.  
32 Be Counted” Day, and encourage observation of this event by  
33 families, children, and schools throughout the state; and be it  
34 further

35 *Resolved*, That the Secretary of the Senate transmit copies of  
36 this resolution to the author for appropriate distribution.

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